



Natural Resources Sites Overview

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Assistant Secretary for Natural Resources
January 23, 2014



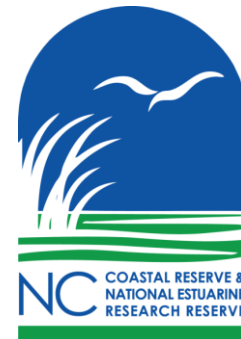
North Carolina Department of Environment and Natural Resources





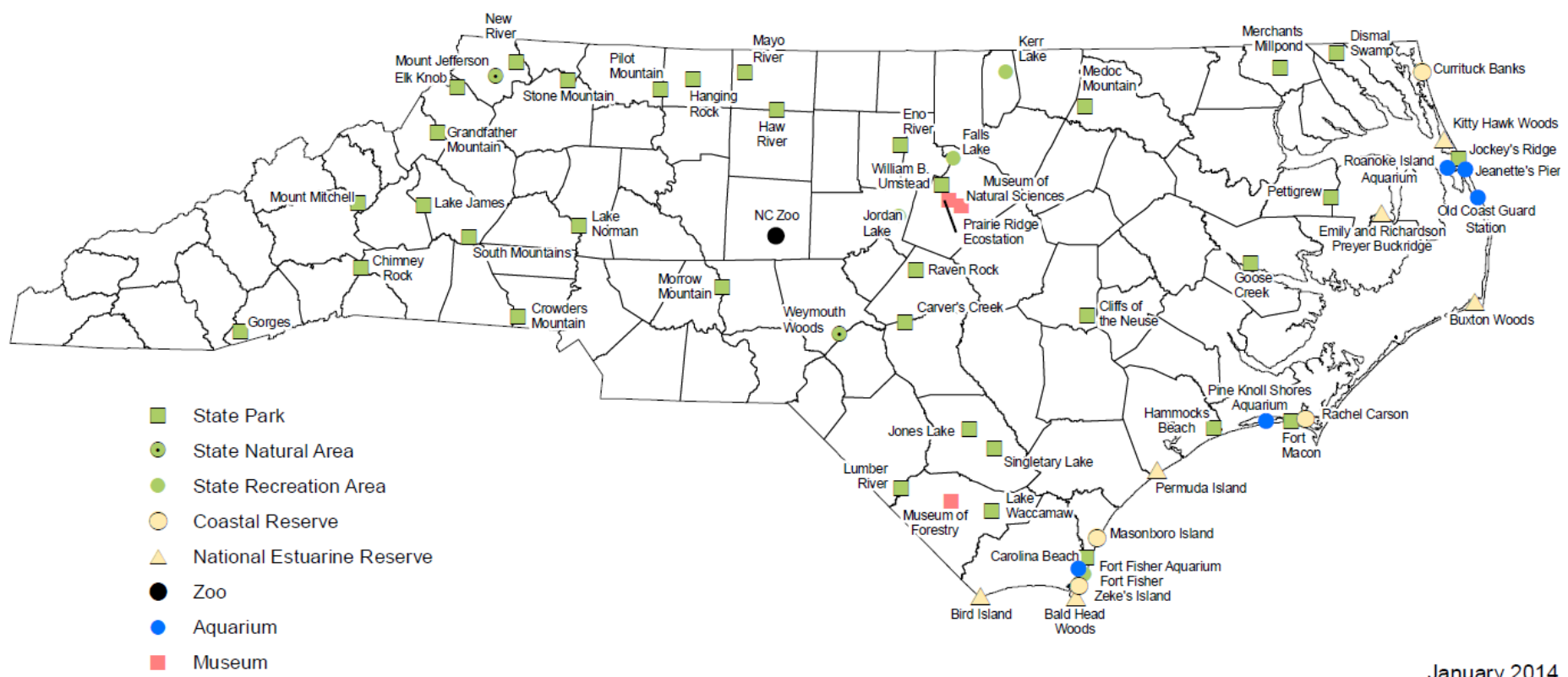
Department of Environment & Natural Resources Sites

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Natural Resources Assets



January 2014





North Carolina Constitution Mandates Role

It shall be the policy of this State to conserve and protect its lands and waters for the benefit of all its citizenry, and to this end it shall be a proper function of the State of North Carolina and its political subdivisions to acquire and preserve park, recreational, and scenic areas...and in every other appropriate way to preserve as a part of the common heritage of this State its forests, wetlands, estuaries, beaches, historical sites, openlands, and places of beauty.

N.C. Constitution art. XIV, §5





In-Line With Governor McCrory's Priorities

Governor McCrory established three key priorities for State Government that drive our approach to Natural Resources management:

- Efficiency
 - Efficient and effective State Government
- Economy
 - A vibrant and growing State economy
- Education
 - Educated citizens

Our Natural Resources assets drive economic and educational opportunities. We manage these assets in a highly efficient manner that emphasizes customer service.





National Leaders in Natural Resources

North Carolina has arguably the best collection of natural resource assets in the United States:

- Our Parks were a gold medal finalist (top 4 nationally) in 2013 by the National Recreation and Parks Association
- Museum of Natural Sciences was a finalist for National Medal for Museum and Library Science in 2013 (top 17 museums)
- N.C. Zoo is the World's largest
- Fort Fisher was one of "Best Aquariums in the US" by the Travel Channel in 2013





Business-Like Management

The New Leadership Team at DENR has spent the last year instilling a drive for greatness in the Natural Resources Divisions. We ask for patience while we work to make things better.

- Bringing business-like approach:
 - Secretary Skvarla: 40 years in the private sector
 - Assistant Secretary Ives: 24 years in the private sector
- Instilling principals from Jim Collins' *"Good to Great"*
- Benchmarking performance against similar operations in other states
- Learning and applying internal and external "best practices"
- Using metrics to measure performance and cost-effectiveness
- Implementing changes to increase revenues and donations

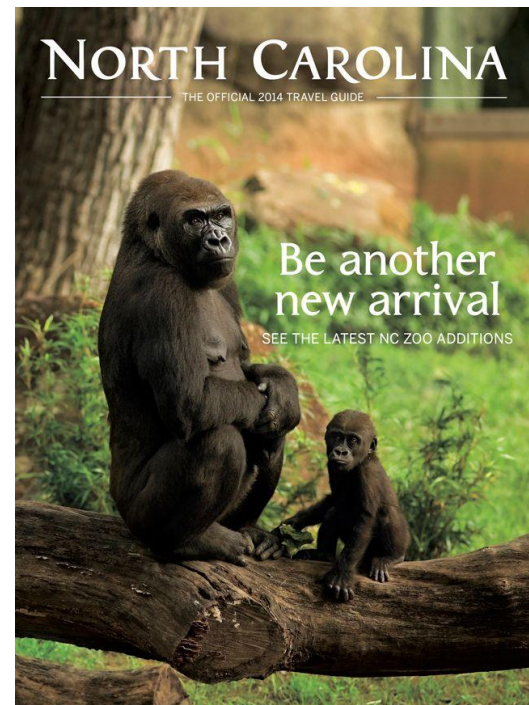




Partnerships within State Government

DENR is working cooperatively with its partners within State Government:

- Cultural Resources
 - Marketing & Operational Synergies
 - Best Practices for 501(c)(3) support groups
 - Signage
- Transportation
 - Access to Sites (Especially Zoo)
 - Highway Signage
- Commerce
 - Travel & Tourism and Economic Development
- Agriculture
 - Operational Synergies (Especially Forestry)
 - Military





Teamwork within DENR

- Focusing on teamwork within and between our Divisions
- Goal of identifying best practices and tearing down silos
- Developed cross-divisional teams to coordinate:
 - Educational Programs
 - Marketing
- Piloting employee exchange program between divisions for idea exchange and sense of teamwork





Natural Resources Overview of Division Assets

North Carolina Department of Environment and Natural Resources



Parks and Recreation: Overview

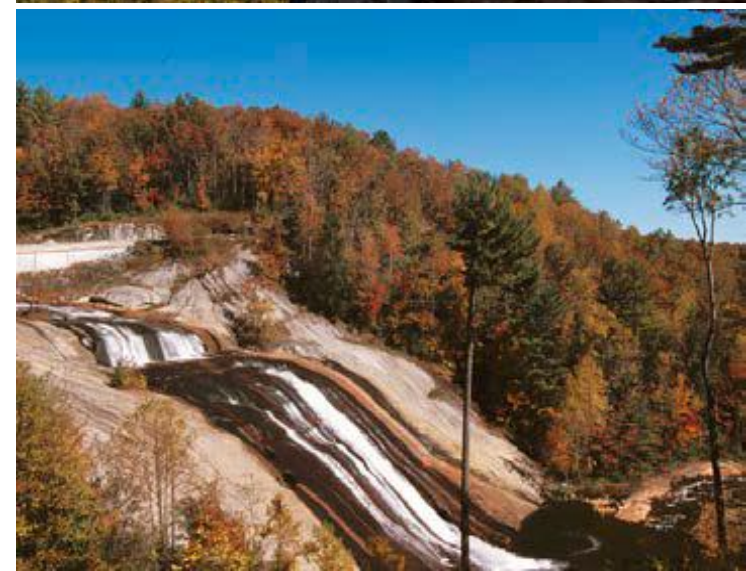
- Mission: To protect significant natural and recreational resources, to provide recreational and educational opportunities.
- 35 parks, 20 natural areas, 4 recreational areas
- 41 staffed operating units
- 469 full-time employees, 693 part-time and temporary
- Record visitation in 2013 (14.2 million visits)
- Total annual economic impact is more than \$400 million





Parks: Staffed Operating Units

- Carolina Beach State Park
- Carvers Creek State Park
- Chimney Rock State Park
- Cliffs of the Neuse State Park
- Crowders Mountain State Park
- Dismal Swamp State Park
- Elk Knob State Park
- Eno River State Park
- Falls Lake State Recreation Area
- Fort Fisher State Recreation Area
- Fort Macon State Park
- Goose Creek State Park
- Gorges State Park
- Grandfather Mountain State Park





Parks: Staffed Operating Units

- Hammocks Beach State Park
- Hanging Rock State Park
- Haw River State Park
- Jockey's Ridge State Park
- Jones Lake State Park
- Jordan Lake State Recreation Area
- Kerr Lake State Recreation Area
- Lake James State Park
- Lake Norman State Park
- Lake Waccamaw State Park
- Lumber River State Park
- Mayo River State Park
- Medoc Mountain State Park
- Merchants Millpond State Park





Parks: Staffed Operating Units

- Morrow Mountain State Park
- Mount Jefferson State Natural Area
- Mount Mitchell State Park
- New River State Park
- Pettigrew State Park
- Pilot Mountain State Park
- Raven Rock State Park
- Singletary Lake State Park
- South Mountains State Park
- Stone Mountain State Park
- Weymouth Woods State Natural Area
- William B. Umstead State Park





Parks: Private & Other Support

- Parks generate revenue through campgrounds, cabins, swimming areas, boat rentals, marina & pier fees, and other concessions
- Conservation groups and private donors contribute land and land transfer costs to Parks directly
- Parks Division receives federal funding for trails program
- Friends of State Parks provide a limited amount of financial support
- Individual Friends groups for specific Parks provide volunteer support for facility staffing, trail building, clean-up and similar activities
- DENR is working with Friends of State Parks to professionalize the group and to increase private donations of money





Parks: Future Needs

Growing state population will need more acres and facilities:

- Popular parks – like Umstead – are under increasing pressure by record crowds
- Slow progress on Mountains to Sea Trail
- 100th Anniversary in 2016 creates unique opportunity for facility upgrades and growth
- Potential major additions at Hammocks Beach, Cascade Lake & other sites
- Visitors centers & operations bases needed for several locations
- Repairs & renovations are constant





Museum of Natural Sciences: Overview

- Mission: To enhance the public's understanding and appreciation of the natural environment
- Main museum: state and regional focus, "what we know"
- Nature Research Center: global focus, "how we know"
- 155 full-time employees, 50 part-time and temporary
- North Carolina's most visited attraction in 2012 (1.2 million visitors)
- 60,000 volunteer hours





Museum: Operating Units

- N.C. Museum of Natural Sciences
 - Main Buildings in downtown Raleigh
 - Prairie Ridge Ecostation & Research Collection off of Blue Ridge Road in west Raleigh
- N.C. Museum of Forestry
 - Located in downtown Whiteville





Museum: Private & Other Support

- Friends of the Museum of Natural Sciences provides donor support for capital projects and some operating funds
- Volunteers from the Friends of the Museum provide over 60,000 hours per year in staffing for research and for public-facing activities
- Grants support a variety of research and programs
- Friends of the Forestry Museum provide volunteers, capital and operating support





Museum: Future Needs

- Central Raleigh facilities largely complete
- Need for expansion of reptile quarantine facilities for law enforcement needs at Blue Ridge Road
- Need for expansion of off-site storage for scientific specimens in Research Collection at Blue Ridge Road
- Plan to use Forestry Museum in Whiteville as prototype of remote “Daily Planet” live-feed concept that can be spread to all counties





Zoo: Overview

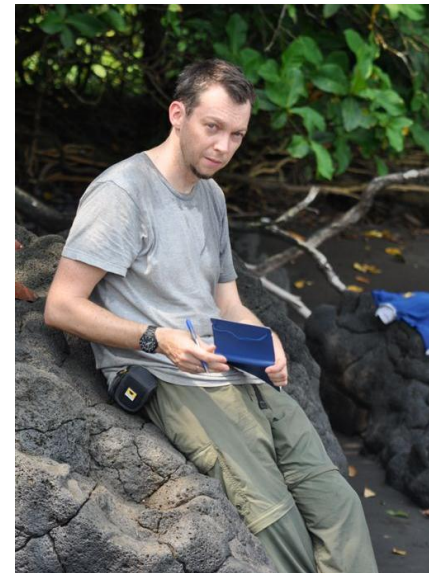
- Mission: To portray and reflect the natural environment of the species on display
- At 2,200 acres, the world's largest zoo
- Located in Asheboro
- 1,600 individual specimens and more than 225 species on display
- 260 full-time employees, 132 part-time and temporary
- 732,000 visitors in FY 2013





Zoo: Private & Other Support

- Ticket sales are largest source of non-State funding
- North Carolina Zoo Society raises private funds through memberships and donations to support operations and capital projects
- Grants support activities including Dr. Rich Bergl and his conservation team for their work such as the Cross River Gorilla Project in Africa
- Other support comes through catering contracts, camps, picnics, special exhibits and other activities





Zoo: Future Needs

- Major capital projects and renovations likely will need bond and private support
- Potential public-private partnership to develop hotel and conference center on Society land
- Aging facility will require increased repair and renovation expenditures to ensure safety, functionality and currency
- New and refreshed exhibits drive visitation and aid in accreditation
- Attraction and retention of top human talent to support animals, facilities and increase grant and private support funding





Aquariums: Overview

- Mission: To inspire appreciation and conservation of North Carolina's aquatic environments
- 1.2 million visitors in Fiscal 2012-2013
 - Roanoke Island: 268,000 visitors
 - Pine Knoll Shores: 428,000 visitors
 - Fort Fisher: 442,000 visitors
 - Jennette's Pier: 302,000 visitors
- 141 full-time employees, 163 part-time and temporary





Aquariums: Operating Units

- N.C. Aquarium on Roanoke Island
- N.C. Aquarium at Pine Knoll Shores
- N.C. Aquarium at Fort Fisher
- Jennette's Pier in Nags Head
- Old Coast Guard Station at Oregon Inlet





Aquariums: Private & Other Support

- Admissions fees are largest single source of non-State funding
- Aquarium Society provides annual operating funds, conservation grants and capital for exhibits and renovations
- Gift shop and concession revenues flow through Society
- Grants cover conservation work, marketing and other programs
- Special events, camps and other programs provide additional revenue





Aquariums: Future Needs

- Aquariums need major renovations on periodic schedule to remain current
- Exhibits require annual updating and repair
- Increased conservation funding needed for Association of Zoos and Aquariums accreditation
- Backlog of repairs and renovations due to harsh saltwater environments
- Attraction and retention of top human talent to support animals, facilities and increase grant and private support funding





N.C. Coastal Reserve and National Estuarine Research Reserve

- State-federal partnership program between NOAA and the N.C. Division of Coastal Management
- Oversight by Assistant Secretary for Environment
- Purpose of Reserves
 - Protect representative coastal ecosystems
 - Conduct research to inform management
 - Increase understanding of coastal ecosystems
 - Accommodate compatible recreational uses
- 10 full-time employees, 8 part-time and temporary





Coastal Reserve: Sites

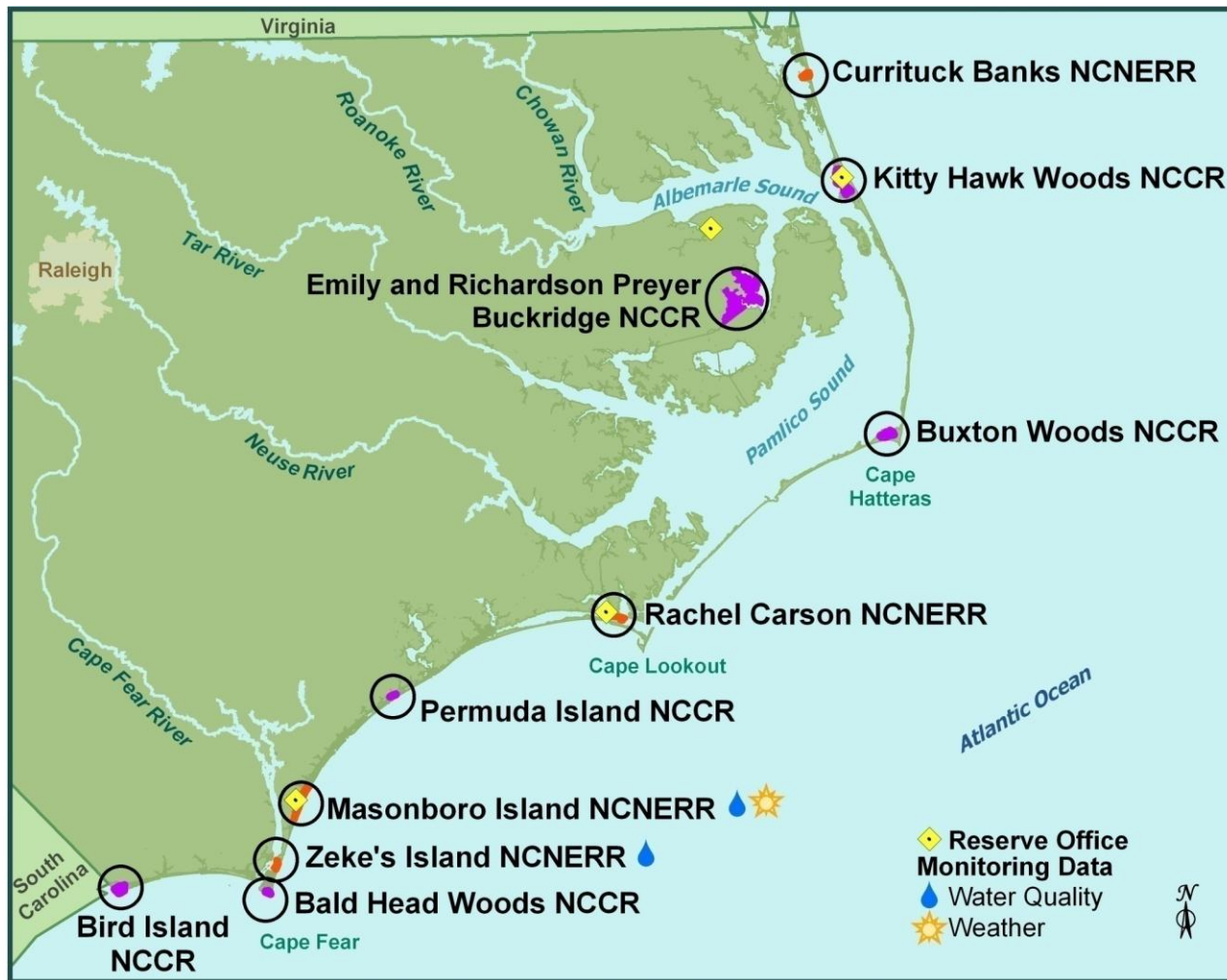
- Zeke's Island*
- Masonboro Island*
- Rachel Carson*
- Currituck Banks*
- Bird Island
- Bald Head Woods
- Permuda Island
- Buxton Woods
- Kitty Hawk Woods
- Emily and Richardson Preyer Buckridge

*Also designated as part of the National Estuarine Research Reserve System, a NOAA-funded program.





Coastal Reserve: Sites





Coastal Reserve: Support and Future Needs

- Friends of the Reserve
- Local Advisory Committees
- Future Needs:
 - Acquisition of inholdings from willing sellers at Buxton Woods, Kitty Hawk Woods and Masonboro Island
 - Living shoreline at Permuda Island to restore habitat and protect Native American artifacts
 - Boardwalk and primitive trail construction at Bird Island and Masonboro Island





Questions?

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